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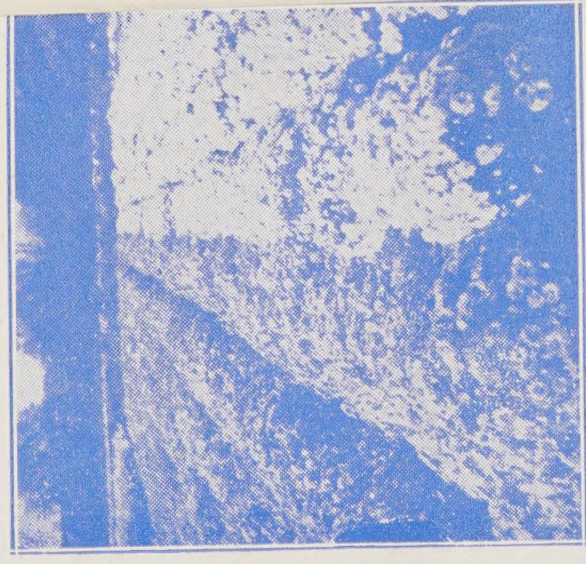
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1951

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C. C. BREECE

DELAWARE, OHIO



Partial View of Our Stock Plants

HARDY CHRYS

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SANTHEMUMS FOR 1951



HARDY CUSHION CHRYSANTHEMUMS

This is the most popular and outstanding class of Hardy Mums available today. They produce a truly amazing display of flowers early in the Fall. Hundreds of flowers on a single plant completely hide the foliage. All grow compact and bushy, 12 to 15 inches tall and from one to two feet across. They are self-branching and need no pinching to make short bushy plants.

They flower early, usually about September 10th or 15th, and continue in full display until late October. The flowers are substantial and durable and the usual early October frosts do not harm them for garden display. Flowers are $2\frac{1}{4}$ inches across and semi-double. When mature, all show a yellow center.

SENSATIONAL AS POT PLANT

Undoubtedly Cushion Mums will give the greatest display and are the most easily grown Pot Mums on the market. No pinching or staking is required. And they have loads of flowers. A good 6 inch potted Cushion will carry 200 individual flowers.

DISPLAY PLANTING

A good display of plants in bloom along the street or highway will sell itself. Their value as an attraction and advertisement of your business is worth many times their cost. Some growers retail thousands during a single fall season. Good plants will sell readily at 75c or \$1.00 and single orders of \$20.00 are not uncommon. Figuring cost of production, no water, no coal, no delivery, the net profit will be large. Plant at least 18 by 24 inches.

CHAMPION CUSHION. Red-bronze or rust-colored flowers. This replaces the old Bronze Cushion in our list because it has better foliage and color.

Rooted cuttings — \$5.00 per 100

COPPER CUSHION. Iridescent dark salmon flowers. A beautiful tawny or buff color difficult to describe. Slightly more erect than the other Cushions.

Rooted cuttings — \$6.00 per 100

MAJOR CUSHION. Bright pink flowers. Leaves and petals are of heavy substance. Growth is close-knit and quite symmetrical. Mature flowers show very little open-center. This is the ideal Cushion type. It is much better, and replaces the old Pink Cushion.

Rooted cuttings — \$8.00 per 100

ORCHID HELEN. A fresh, bright pink, full double flower of 2½ inches. This is a fine addition to the Cushion group. It grows slightly shorter and the flowers are slightly larger than most Cushions. It blooms quite early, and is perfectly hardy. It merits top rating and should become quite popular.

Rooted cuttings — \$8.00 per 100

POWDER PUFF. This new pure white Cushion is an excellent variety in every respect. Flowers are full double, pure white. 2 inches in size and practically cover the plants when in full bloom, in late Sept. The flowers do not turn pink with age. Growth is short and spreading; usually about 12 inches tall and 18 inches across. It is quite hardy and we feel that it will become highly popular.

Rooted cuttings — \$8.00 per 100

RED CUSHION. Beautiful, bright red flowers. Grows somewhat larger than the other colors.

Rooted cuttings — \$5.00 per 100

STARDUST. Our 1949 introduction.

A bronze red, double flower of 2¼ inches. Mature flowers are a beautiful shade of true bronze. Growth habit is slightly more erect and its blooming season somewhat earlier than most Cushions. It is quite hardy and unexcelled for garden display.

Rooted cuttings — \$6.00 per 100

YELLOW CUSHION. Golden yellow flowers. Plants make a strong, vigorous growth. Leads all other colors in retail demand.

Rooted cuttings — \$5.00 per 100

YELLOW SUPREME. Bright yellow, full double flowers of 2 inches. Plant grows about 15 inches tall. Blooms profusely from late Sept.

Rooted cuttings — \$5.00 per 100

25 of an item sold at the 100 rate.

Not less than 25 of an item sold.

SINCERITY. A beautiful, pure white sport of Lavender Lady. Large, 3 inch, full double flowers which show a faint pink sheen when opening, but soon mature to pure white. It makes a superb plant with open, branching habit about 24 to 30 inches tall. Loads of large flowers about Oct. 5. Excellent for cut flowers or garden display.

Rooted cuttings — \$15.00 per 100

YELLOW BEAUTY. Our introduction for 1951.

Golden yellow flowers of large button type on erect growing plants 30 inches tall. In full bloom about Oct. 10. We have found it to be an exceptionally hardy variety. It blooms very freely and has excellent heavy foliage. A fine hardy garden variety and one of the best for cut flowers.

Rooted cuttings — \$10.00 per 100

3 BUTTON POMPONS

CHIQUITA (Yellow)

PEPITA (White)

ROSITA (Pink)

These three are real beauties. All make a rounded, mound-like growth about 15 to 18 inches tall. And all flower at the same time, late Sept. Small, button type flowers just about hide the foliage. They are very neat and showy, and are tops for Fall sales.

Rooted cuttings — \$8.00 per 100

ALGONQUIN. Golden yellow double flowers of 2½ inches are carried in fine sprays. Excellent early cut flowers, though a little short. Fine color, excellent growth habit and earliness of flowering combine to make this an outstanding early hardy variety. 1½ ft. September 15.

Rooted cuttings — \$5.00 per 100

AVALANCHE. A large, 3½ inch flower, perfectly double, pure white when mature. Young flowers show a cream center. Grows 2 ft. tall, and branches much like the Annual Asters. These giant individual flowers may be used to great advantage in funeral sprays or basket work. Avalanche should be No. 1 on the list of any retail florist. It has been our best seller among the cut flower varieties. Flowers freely and quite early, September 20.

Rooted cuttings — \$7.00 per 100

AVIATOR. Coppery red, double flowers of 1½ inches. Grows erect and has good foliage. Vigorous and extra hardy. A fine variety for cut flowers and garden use. Height 2 ft.; blooms October 1.

Rooted cuttings — \$5.00 per 100

ORDER EARLY

So that we may ship your order complete at the time you want. Rooted cuttings will be ready from late February to early June.

BARBARA SMALL. A pink, double incurved flower of 3 inches. Color is dark lavender pink; darker than Lavender Lady and lighter than Jewel, and we do not see how it could be much improved.

Excellent cut flower. Grows erect, 2½ ft. Blooms Sept 15 or 20.

Rooted cuttings — \$5.00 per 100

BETTY. An appleblossom pink flower of 2½ inches with darker center. Flowers are full double and carried well above the foliage on erect, branching stems. Excellent cut flower, and the delicate color blends well with other flowers in basket and spray work. Height 2½ ft. Blooms October 1.

Rooted cuttings — \$6.00 per 100

CARNIVAL. Large, brilliant red flower with blending tints of orange and bronze. 3 inches in size and perfectly double. Blooms Oct. 10. Grows vigorously and erect. It has been given considerable publicity to the retail trade, and we feel that it does merit top rating.

Rooted cuttings — \$10.00 per 100

CHARLES NYE. Bright golden yellow, full double flowers of 2½ inches. Flowers are somewhat ball shaped and carried in clusters at the top of strong sturdy branches, 2 ft. tall. This is the ideal type for cut flowers. Substance and shape of the petals and flowers are such that they will withstand bunching and shipping in good condition. Without reservation we give it the highest rating as to quality and all-around usefulness. Flowers September 25.

Rooted Cuttings — \$6.00 per 100

CHIQUITA. See page 4

EARLY WONDER. Light pink, full double, ball shaped flowers of 2 inches. Excellent cut flower and a heavy producer. Grows vigorously, erect, 2½ ft. tall. Blooms October 1.

Rooted cuttings — \$5.00 per 100

HEATHERBLOOM. Double, light rose pink flower of 2 inches. Plants grow 18 inches tall in a many-branched, symmetrical shape. Blooms profusely from mid-Sept. on. It is one of the earliest varieties to be in full bloom. Quite hardy.

Rooted cuttings — \$5.00 per 100

25 of an item sold at the 100 rate.

Not less than 25 of an item sold.

LAVENDER LADY. Beautiful pure lavender double flowers of 3 inches. This is a variety of perfect growth habit and flower form. Color is a lovely pastel shade, unique among all other Mums. It has held a leading position among the cut flower varieties for several years, and it may be many more before any kind takes its place. Excellent cut flower. Grows 2 ft. tall, blooms October 5.

Rooted cuttings — \$6.00 per 100

OLIVE LONGLAND. Apricot pink, full double flower of 3 inches. This has a lovely pastel color, blooms freely, quite early, grows vigorously with fine foliage. A super quality introduction of the University of Chicago. It is practically perfect in all respects. Excellent cut flower. Grows erect, 2 ft. Blooms September 20.

Rooted cuttings — \$5.00 per 100

PEPITA. See page 4.

PINK RADIANCE. A beautiful, iridescent pink. Flower is double, with small center showing, when mature. The ideal cut flower type. Loads of flowers on graceful, branching sprays. Grows vigorously, fairly tall. Quite early, in full bloom late September. Extra hardy.

Rooted cuttings — \$5.00 per 100

POLAR ICE. A pure white double flower of 3 inches. Grows vigorously, flowers freely and bunches nicely. This flower is a pure white at all times, without the cream center in young flowers as in Avalanche. Petal arrangement is somewhat open, and it shows a small center when mature. University of Chicago introduction. Excellent cut flower. Grows erect, 2½ ft. Blooms Sept. 10-15.

Rooted cuttings — \$5.00 per 100

RED BANK. A brilliant, glowing red flower of 2¼ inches, with golden yellow centers. Duplex daisy type. Color combination is quite striking and showy. Even at a distance, among many varieties, the eye is drawn to the bright fiery red color of Redbank. University of Chicago introduction. Excellent cut flower. Grows erect, 2 ft. Blooms, September 15.

Rooted cuttings — \$5.00 per 100

RED RIDING HOOD. An iridescent, bright red, full double flower of 3 inches. Erect, sturdy growth of 2 ft. Good cut flower. A good variety for Fall retail sales. Blooms October 5.

Rooted cuttings — \$6.00 per 100

RED VELVET. Dark crimson, double flowers of 3 inches. Sturdy erect plant of neat trim growth habit. Good foliage and good cut flower. This variety has had considerable publicity with the retail trade and has become popular and in good demand. Height 2 ft. Blooms about October 5.

Rooted cuttings — \$6.00 per 100

ROSITA. See page 4

SINCERITY. See page 4

TIFFANY ROSE. An iridescent, old rose flower of 3 inches. It is double, somewhat flat in shape and the plant blooms profusely. Ht. 18 to 24 inches. An excellent cut flower and fine for border or garden display planting. Grows slightly bushy, blooms late Sept.

Rooted cuttings — \$5.00 per 100

WHITE WONDER. This is a sport from Early Wonder. It is the same in all respects, excepting color. It is pure white and an excellent cut flower. Always plenty of stem length. Blooms early, about Sept. 20.

Rooted cuttings — \$5.00 per 100

WINTERSET. A pure white, full double flower of 3 inches. Grows vigorously, fairly tall, and has a fine branching habit. Loads of flowers about Oct. 1. Excellent for both garden and cut flowers. It is extra hardy, and we believe its outstanding qualities will rank it among the best.

Rooted cuttings — \$6.00 per 100

YELLOW AVALANCHE. The regular Avalanche with soft yellow flowers. Color is not pale, but a warm, mellow yellow. Plants grow 2 ft. tall with double, 3 inch flowers. Blooms early, from mid-Sept. on. Always popular in Fall sales, and an excellent cut flower.

Rooted cuttings — \$6.00 per 100

YELLOW BEAUTY. See page 4

25 of an item sold at the 100 rate.

Not less than 25 of an item sold.

COMBINATION SPECIALS

We can offer the following collections to those growers who want a nice assortment, but are not too familiar with the various varieties. In assortments 1, 2 and 3 we will make a nice selection of colors, with approximately half being cut flower varieties, and half being the shorter, garden display varieties.

All varieties are from this catalog.

All will be labeled with variety name.

The same top quality stock we regularly ship.

Special No. 1

250 Rooted Cuttings, Our Selection, \$12.00

25 each of 10 varieties

Special No. 2

500 Rooted Cuttings, Our Selection, \$20.00

50 each of 10 varieties

Special No. 3

500 Rooted Cuttings, Our Selection, \$22.50

25 each of 20 varieties

GUARANTEE

We guarantee our Chrysanthemum cuttings to be true to name, clean and healthy, free of Midge or other insects and to be well rooted and carefully packed.

Our Stock Plants are Field Grown and State Inspected.

C. C. BREECE, Delaware, Ohio

HARDY CHRYSANTHEMUMS

FOR CUT FLOWERS

There are now many varieties flowering in September and early October which make first class cut flowers. They can be sold in direct competition to cloth house Pompons. The cost of production of such hardy Mums is only a small fraction of regular cloth house shaded stock. Production on field-grown plants has run two 10 oz. bunches to a plant on some varieties. Many growers, both wholesale and retail, would profit greatly by a better acquaintance with the hardy varieties. While the outdoor crops is not usually quite the equal of choice indoor stock, all factors of labor and expense are in favor of the Hardy Mums. The grower-retailer who has his own flowers is much more favorably situated than the one who must depend on the market. The flowers will last for several weeks on the plants in the field. Even if every flower is not used, enough will be produced to lower your cut flower bills considerably at this season. The fact that indoor stock sells from 1.00 per bunch and up, cannot be profitably ignored.

The usual method is to plant in the field in late May or early June. Set 15 to 18 inches apart in the row and the rows 24 to 30 inches apart. With hand cultivation, good stock may be produced as close as 10 by 20 inches. Keep the soil cultivated and the weeds down. Growers who sell to the wholesale trade usually plant in beds. Beds are 4 to 4½ ft. across and the plants are set 8 by 8 inches. Usually 3 lbs. of 4-12-4 or 5-10--5 fertilizer to 100 sq. ft. is worked into the ground before the plants are set. And an additional light application when the plants are 10 to 12 inches tall. Beds should be level both ways. Keep cultivated the first half of the season. Water in dry weather to a depth of 6 inches once a week after the plants are established. Use a sprinkler. Lack of water will result in hard wood and short stems.

Use a framework of stakes and wire and a cloth cover, if necessary, to avoid frosts. A single wire about 18 inches from the ground on both sides of the bed is sometimes all that is needed to support the hardy varieties. The indoor system of a wire between each row and a cross-string between each plant is good insurance against wind and rain storms.

BUNCHING. This is important and some experience and care are needed. Cut stems as long as possible, but avoid the lower hardwood. Hold in water, out of drafts, in a cool place over night. Remove the lower leaves. Weigh bunches to 9 or 10 oz. Tie the lower ends securely. Grade out all old or damaged flowers and all non-flowering branches. Appearance of the finished bunches is important. If they are shipped or delivered in cartons, pack securely but do not crowd too much. And do not put too much weight in a single carton.

The time to set varies with the locality. Here they should be set in May or early June. Set as early as possible after frosts are over. A longer growing season will make longer stems. All too often, young stock is held in small pots too long and they become stunted and woody. Such stock planted in the hot weather of late June or July start slowly, and seldom bring much profit to the grower. For cut flowers, no effort should be spared to plant early and to keep the stock growing vigorously throughout the season.

NOTES ON POT CULTURE

The size of the finished plant determines the time of the first potting. For 8 inch— late April or early May; 6 inch— early May; 5 inch— late May or early June; 3 cuttings to a pot in late June or early July will make good 5 and 6 inch. After the plants are established in the larger pots, they may be carried along in the greenhouse or plunged in outdoor frames. Some growers lift plants from the field in August, but such plants must be shaded and syringed the first week after potting to avoid loss of foliage.

WATER. Possibly the most important and the most neglected item in the culture of pot Mums. Water sparingly until the plants are partially pot bound. Do not allow them to wilt much at any time, and do not allow them to root through the pots into the soil beneath the pots.

PINCHING. All varieties, excepting the Cushions, require regular pinching. Pinch off the center of the shoot soon after the plants are established in small pots. A second pinch three weeks after the first, and a third pinch three weeks after the second are usually sufficient to produce dwarf, sturdy plants.

FERTILIZER. Any ordinary potting soil will do. Avoid the sandy types, as such require more water. A 4 inch potful of 4-12-4 fertilizer to a wheelbarrow of soil gives good results. After the plants are 1-3 or 1-2 of mature size, feed every 2 or 3 weeks. Leaf burn will result from too much. Do not feed after buds show color.

INSECTS. A weekly nicotine spray, especially if the plants are under glass, is cheap insurance against aphids. Plants with midges should not be potted. We can guarantee our stock 100% free of midges. Use DDT for thrip.

SPACING. Whether the plants are growing out doors or inside, they should never be crowded. Allow plenty of air and light on all sides. This is quite important in late summer when the plants are of large size.

SALES NOTES

SPRING SALES. Retail sales of Hardy Mums should be encouraged in the Spring. The plants are much easier to handle than Fall clumps, and the price usually is about $\frac{1}{2}$ that of field clumps. In addition to the regular Spring season, they are a good item to push during June and early July.

All labels should have the variety name, color, height and blooming season. Rooted cuttings should be potted in pots from 2 to 3 inches in size. They should be ready to retail in 3 to 5 weeks. After they are established, they may be plunged in cold frames. Some remove the pots and plant in peat beds.

They will grow fast if the soil is rich and they have plenty of water. Use plenty of ventilation under glass. One tip pinching when the plants of erect growing varieties are 6 to 8 inches tall should be sufficient.

FALL SALES. Most Hardy Mums are sold as dug directly from the field. However, to handle large quantities, it is better to dig the plants from the field and heel them in a display bed of sand, peat, sawdust or soil. Better display is secured and much of the salesman's time is saved. Also the plants may be watered and sold with the roots moist. This is important in dry Fall seasons. If possible plant one variety to a row, or in a block of adjoining rows. 3 or 4 varieties in one row or one variety in 3 or 4 places in the display grounds is not usually very effective.



PACIFIC GIANT HYBRID DELPHINIUM

The individual florets are of immense size, many being well over two inches across. Practically all of the flowers are double and the colors range through many new tones and shades. The plants grow to a height of five feet, and many have flowers for 3 ft. or more of their length. Stalks are tough and do not break easily in the wind. Foliage is mildew-resistant.

Plants from 2 inch pots: \$9.00 per 100; \$85.00 per 1000

BLUE BIRD. Mid-blue.

GALAHAD. White

SUMMER SKIES. Light blue

MIXED COLORS.

We can not ship less than 25 of an item; nor less than 50 in an order.



PETUNIAS

Petunias are an easily grown, quickly-produced, cool weather crop. They are grown in many ways and easily sold in various sizes. Cold-frames may be used. All of which simply means— PROFITS.

There is always a good demand for these Dwarf Giant Petunias for Mother's Day and Decoration Day. The immense ruffled flowers and bright colors sell themselves.

Give them rich soil but do not over-water. A month or six weeks in a cold frame will produce perfect stock.

DWARF CALIFORNIA GIANTS. Roman strain. Dwarf, compact growth, especially suited for pot plants. Immense 4 and 5 inch, flowers are freely produced. All are ruffled and fringed and come in a wonderful variety of colors. We believe this to be the finest strain of Dwarf Giants available.

Transplants — \$3.00 per 100; \$27.50 per 1000

2 inch pots— \$6.50 per 100; \$60.00 per 1000

We cannot ship less than 100 transplants or 50 potted

SHASTA DAISIES

MAJESTIC. In our opinion, this is, by far, the best single Shasta. It has a large flower, 4 inches or more, and a stem length of 30 inches. Petals are pointed and it has a frilled arrangement towards the center. It thus has a more graceful and airy appearance than the common Daisies. It can be used as the main flower in arrangements, and so always has a good demand on the cut flower markets.

It grows vigorously and is quite hardy.

Field divisions— \$12.00 per 100; \$100.00 per 1000.

IVIES

BALTIC. This is the hardiest Ivy. It has smaller, more graceful, leaves than the English. The silver veins in the leaf add to its distinction. Makes a fine ground cover and is excellent to grow on masonry walls.

2 inch pots— \$9.00 per 100.

2½ inch pots— \$14.00 per 100.

ENGLISH. This is the common Broad or Big-leaf Ivy used considerably as house plants. It is commonly used for ground cover and masonry walls and it is quite hardy.

2 inch pots— \$8.00 per 100; \$75.00 per 1000.

2½ inch pots— \$12.00 per 100; \$115.00 per 1000.

GLACIER. This is not hardy. It is a variegated, small-leaved, self-branching variety used as house plants. It is a new variety and has become quite popular in dish gardens, pottery planters, etc.

2 inch pots— \$12.00 per 100.

DELPHINIUM

BELLADONNA IMPROVED. Clear, light blue flowers on 4 to 5 ft. plants. It is quite hardy and always blooms freely. Much used for garden planting and widely grown for the wholesale cut flower trade.

August-sown field seedlings— \$3.00 per 100; \$20.00 per 1000.

2 year, field row stock— \$15.00 per 100.



PANSY SEED

BREECE'S IMPROVED SWISS GIANTS

Flowers of this strain are of large size, some up to 4 inches, and have rich bright colors and wonderful color combinations in an amazing mixture. The velvety petals are of firm substance, and are held erect on long stems above the foliage. They bloom very freely, Growth is neat and compact. They are good cut flowers, and excellent to force in the greenhouse.

This is our own special mixture, made with the experience of 35 years as Pansy Specialists.

1-4 oz. \$2.00; 1-2 oz. \$3.75; 1 oz. \$7.00

GERMINATION

Pansy seed germinates readily, even in hot weather, if the seed bed is kept moist. Cloth or lath shades aid in retaining the soil moisture. We have found the following procedure satisfactory; Pulverize the seed bed to a depth of six inches; mix in a 2 inch layer of well rotted manure and a good commercial fertilizer at the rate of 1 lb. to 25 sq. ft. Level the bed and use a roller to firm it. Allow 75 to 150 sq. ft. to 1 oz. of seed. Cover with clean sand or soil to a depth of 1-8 to 1-4 inch. Water thoroughly and apply lath shades. Keep the bed moist at all times, until the plants appear. Water thoroughly, but less often, after the plants are up. A wet soil surface and high temperatures encourage damping-off fungus. Remove shades in wet or cloudy weather. Permanently remove them in about three weeks from date of seed-sowing.

DO NOT ALLOW THE SEED BED TO DRY OUT.

T E R M S

CASH WITH ORDER

25 of an item sold at the 100 rate.

Noot less than 25 of an item sold.

We endeavor to keep varieties true to name, and will replace any stock not true.

Our responsibility ends upon delivery of stock in good order to the forwarding company. When losses occur, claims should at once be made on the transportation company by the consignee.

ORDERS FOR FUTURE DELIVERY

Booked Subject to Crop

SHIPPING DIRECTIONS

All shipments made by Railway Express, unless otherwise ordered. If wanted by Parcel Post, remit for postage with order.

C. C. BREECE

DELAWARE, OHIO



Partial View of Our Stock Plants

HARDY CHRYSANTHEMUMS

1951

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DELAWARE, OHIO